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VISONIC'S TOWER-20AM OUTDOOR DETECTOR PRESENTED WITH GREAT SUCCESS IN ONLINE EVENT

Numerous intrusion alarm distributors, monitoring stations, and installers participated last week in an online event to learn from industry experts about TOWER-20AM's revolutionary technology and advanced capabilities.

Tel-Aviv, Israel – June 28, 2010 – Visonic, a leading developer of home security systems, held an online event to present its award-winning TOWER-20AM outdoor detector. Intrusion alarm distributors, monitoring stations, and installers learned from industry experts about TOWER-20AM's cutting-edge technologies and unique features. After almost a year in the field and thousands of installations, TOWER-20AM wired and wireless outdoor detectors have proved to be the most reliable solution on the market today. Visonic leveraged TOWER-20AM's field-proven success to educate customers on its innovative features.

The Power of Eight in One

The event opened with Ms. Laila Arad-Allan, Visonic's VP Marketing, explaining the importance of outdoor motion detectors in personal security because of their ability to detect intruders BEFORE they enter the home, rather than AFTER. She presented TOWER-20AM's main features and technologies, focusing on the "Eight-in-One" patented Octa-Quad™ technology.

"The Octa-Quad approach is analogous to eight guards watching an area instead of just one guard," explained Ms. Arad-Allan. "Eight guards each focusing on 1/8 of the field of view provide much stronger protection than a single guard watching the same area alone. And when the guards are able to communicate with each other, they can make intelligent decisions as to whether the motion is legitimate or not. TOWER-20AM behaves in the same way. Eight quad detectors are embedded in one outdoor detector. Sophisticated algorithms ensure that the detectors verify an alarm together. As a result, false alarms are prevented and detection sensitivity remains high, ensuring end-users remain safe and get good value for their money."

The Only Wireless Outdoor Motion Detector on the Market

In the second part of the event, Mr. Paolo Vento, General Manager of the Italian Company Sicurit Alarmitalia SPA, shared with the audience his firsthand experience with TOWER-20AM in the Italian market. With over four decades of involvement in the security industry, Mr. Vento is an industry-leading expert on intrusion detection in general, and outdoor motion detectors in particular. Sicurit Alarmitalia has an intrusion detection testing facility where experiments and tests were performed on outdoor motion detectors from several manufacturers. The TOWER-20AM's successful test results gave Sicurit Alarmitalia the confidence they needed to launch it in Italy. The company has now sold thousands of TOWER-20AM detectors, with its customers reporting close to zero false alarms.

Mr. Vento explained that the fact that TOWER-20AM is the only wireless outdoor detector on the market today, and the only wireless solution to provide anti-masking coupled with additional rich features, makes it extremely attractive. "Over the years, the Visonic brand and its reliability have helped us grow our business to become the number one intrusion alarms distributor in Italy," said Mr. Vento. "Adding the TOWER-20AM to our portfolio has helped our company increase sales because our offering is now richer, more exclusive, and affordable."

Listening to Customers

In the last part of the event, Mr. Micky Lahat, Detectors Group R&D Manager at Visonic, answered participants' questions about the technology and features. Mr. Lahat is the co-inventor of some of Visonic's registered patents, including the TOWER-20AM patents. Event participants had a rare opportunity to question an engineer whose expertise in the field of detectors is unmatched.

"Listening and answering customers' questions is always a treat," commented Mr. Lahat. "Within almost every question hides a need. When we recognize needs, we can address them. The dialogue with participants has already prompted new ideas and features which we will implement to deliver an even better and stronger TOWER-20AM outdoor detector in the future."

A recording of the live event is available at: <http://www.visonic.com/promo/tower-20-webinar>

About Sicurit Alarmitalia

Sicurit Alarmitalia has over 30 years of experience in the security market and offers the most reliable and technologically advanced outdoor perimeter solutions for various applications. In addition, Sicurit manufactures a patented outdoor dual technology system for the protection of areas of up to 200 meters. Product line versatility, know-how, and unmatched engineering skills place Sicurit in a constantly growing niche market that requires the highest standards of quality and world-class manufacturing infrastructure. Sicurit is a trusted supplier to many high sensitive areas, with products deployed for the protection of civilian, industrial and military sites, with installations in areas such as airports, government compounds, financial institutions, electrical and nuclear facilities, military bases and correctional facilities. Please visit www.sicurit.com.

About Visonic

The Visonic Group (TASE:VSC.TA), founded in 1973, is a leading developer and manufacturer of cutting-edge home security systems and components that provide people around the world with peace of mind and safety in their homes. Building on its decades-long position at the forefront of home security innovation, Visonic is today leading the drive to expand the boundaries of security. It offers advanced solutions for the full range of residential safety needs, from securing the house and contents to safeguarding the health and comfort of the people who live there.

Visonic's offerings include a wide variety of home security systems, personal emergency response and safety systems, and a market-leading array of peripherals. Visonic is headquartered in Israel, where it operates a development center and manufacturing plant. Its sales and marketing subsidiaries in the USA, Germany, UK, Poland, Spain and Hong Kong are supplemented by a worldwide network of distributors, serving a growing installed base that spans more than 70 countries. Please visit www.visonic.com.